

*Subscribed  
Ex 12  
12/16/82*

NINTENDO OF AMERICA INC.

18340 SOUTHCENTER PARKWAY  
SEATTLE, WA 98188  
TELEPHONE (206) 575-8191  
TELEX: 321114  
TELECOPIER (206) 575-1252

A 810

August 30, 1982

Electronic Games  
Reese Publishing Company Inc.  
235 Park Avenue South  
New York, N.Y. 10003

Re: NOAM-2-1819

Dear Editor,

With reference to your article on the DONKEY KONG (a trademark of Nintendo of America Inc.) video game in your above mentioned publication, please note that the DONKEY KONG audio-visual work and game is an original creation by Nintendo Co., Ltd., the parent company of Nintendo of America Inc., and there is no connection, authorization, sponsorship, or other association between the DONKEY KONG games and the film classic KING KONG or the producers (or successors) of such film. The illustrations of a giant gorilla atop a skyscraper holding a barrel have little, if any, resemblance to Nintendo's video game and are especially objected to by Nintendo. Hence, it is requested that you delete the referenced material in any future printings of your magazine or in any other use in this article.

Also, we note that the gorilla character in Nintendo's game is sometimes referred to in your article as "Kong." The gorilla character in the subject game is called DONKEY KONG and because of the valuable trademark rights involved, we request that your publication be changed in any future printings to refer to the complete character name and trademark DONKEY KONG.

If you have any questions concerning this request, please call me at 206 575 8191.

Sincerely yours,

*Susan Schoenecker*  
Susan Schoenecker  
Customer Service Manager

SS:cc RECEIVED

SEP 1 1982

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